

ORDER



Orders
Order / Rev: 62255
Alt Order #: 9833616 /Brad
Product Desc: TOM SMITH FOR SENATE
Estimate: 305
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 09/28/12 / 09/28/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: SRCP Media
Buying Contact:
Billing Contact:
 201 North Union Street Suite 200
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Smith/R/Senate
Demographic: A35+
Product Codes: US Senate
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	48	\$15,760.00	\$13,396.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	48	\$15,760.00	\$13,396.00	0.00
Totals	48	\$15,760.00	\$13,396.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WHP-TV CBS21	18%	\$15,760.00
Market	100%	\$87,555.56

Competitive Share

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	47%	\$41,151.11
WHTM	24%	\$21,013.33
WLYH	0%	\$0.00
WPMT	11%	\$9,631.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/02/12	10/08/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	5	\$325.00	P-2	0.00	NM	5	\$1,625.00
N 2	WHP	10/02/12	10/08/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N 3	WHP	10/02/12	10/08/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
N 4	WHP	10/02/12	10/08/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
N 5	WHP	10/02/12	10/08/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
N 6	WHP	10/02/12	10/08/12		CM	7p-730p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00

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 Estimate: 305

WHP-TV CBS21

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				M-F 7p-730p M-F 7p-730p											
N 7	WHP	10/02/12	10/08/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
N 8	WHP	10/02/12	10/08/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N 9	WHP	10/02/12	10/08/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$70.00	P-3	0.00	NM	5	\$350.00
N 10	WHP	10/02/12	10/08/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
N 11	WHP	10/02/12	10/08/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	-T-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N 12	WHP	10/02/12	10/08/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
N 13	WHP	10/02/12	10/08/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
N 14	WHP	10/02/12	10/08/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
N 15	WHP	10/02/12	10/08/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
													Totals	48	\$15,760.00